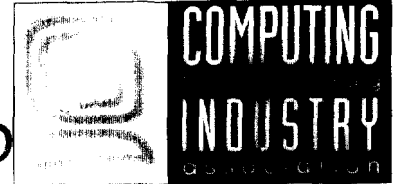


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To: FCC Docket Office
1919 M St., N.W.
Room 222

Washington, D.C. 20554

From: Bruce N Hahn, Director of Public Policy

Bruce N Hahn

Date: July 11, 1996

By messenger

Re: Docket # ~~87-276~~

87-268

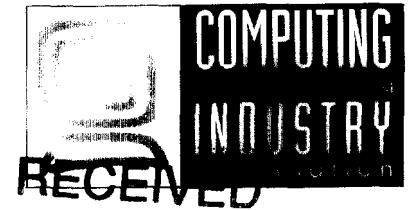
The comments of the Computing Technology Industry Association in the matter of Advanced Television Systems and Their Impact upon the Existing Television Broadcasting Service are enclosed.

Please call me at 703-536-0002 if you have any questions

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Before the
Federal Communications Commission
Washington, D.C. 20544

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

In the Matter of Advanced Television Systems and Their Impact upon the Existing Television Broadcast Service

MM Docket No. 87-276

Comments of the Computing Technology Industry Association

The Computing Technology Industry Association (CompTIA) represents 6,300 microcomputer resellers, equipment and semiconductor manufacturers, software publishers, distributors, integrators and service companies. In the few short years since the industry's inception it has grown to an estimated 80,000 firms.

American consumers spent considerably more money on computers than televisions last year. The computer has become the most important electronic tool in the U S for both education and business. One of the larger and fastest growing major U S industries, employment in the computing sector is growing rapidly.

The Federal Communication Commission's conversion of terrestrial broadcast TV from analogue to digital presents a unique opportunity to make changes that could serve the interests of consumers, schools, hospitals, libraries, and business. Should the FCC choose to establish standards for digital television, these standards should be minimal, and should be designed to allow for flexibility, extensibility and cost efficient, speedy transition to higher-quality digital transmission that is readily computer

compatible.

Our industry is developing "information appliances", hybrid devices that expand the capabilities of each of their individual components. Consumers will soon be able save money by using one multipurpose tool to do the job of two or three.

Unfortunately the digital television ("DTV") broadcast standard recommended by the Advisory Committee on Advanced Television Service ("ACATS") does not serve the public interest well. The recommendations of this coalition of television manufacturers and broadcasters could result in a significant cost increase for television compatible computers that have the capacity to decode all video formats. Computer prices are now falling and computer performance is now increasing. Imposition of these standards will increase the costs of computers to consumers.

Although television manufacturers may be pleased with the imposition of a regulation induced tariff on computer owners, both public and congressional sentiment is in favor of increased competition in communications, as was demonstrated by the passage of the Telecommunications Reform Act earlier this year. The ACATS proposed standards are cumbersome and restrictive. A more streamlined flexible computer-compatible standard is needed.

CompTIA supports the recommendations of the Computer Industry Coalition on Advanced Television Service. This ad hoc coalition of American software publishers and computer hardware manufacturers, many of them CompTIA members, has suggested alternative standards that will facilitate transmission of digital quality television at a substantially lower cost to consumers.

While both the broadcast industry and the computing technology industry are important components of our society and make important contributions to it, neither is the most important constituency of the Federal Communications Commission. FCC's most important constituent is the American consumer. The interests of the American consumer are best served by the adoption of minimal standards that will allow for flexibility, encourage innovation, and allow market forces to determine the timing of the delivery of enhanced, high quality digital television.